

I CLAIM:

1. A computer-implemented method for dynamically extending an application stored on a computing device for blocking unwanted advertisements, comprising:
 - querying a central database to identify any available dynamic extensions for the application;
 - downloading any dynamic extensions to the computing device that have not been previously downloaded; and
 - updating the application to include further advertisement blocking functionality provided by any downloaded dynamic extensions.
2. The computer-implemented method of claim 1, wherein the dynamic extension results from an extension update process, comprising:
 - monitoring a network browsing session for any newly discovered methods of advertising;
 - recording attributes of a newly discovered method for advertising when the newly discovered method for advertising is encountered; and
 - transmitting the attributes to the central database such that the dynamic extension is generated in response to the attributes of the newly discovered method for advertising.
3. The computer-implemented method of claim 2, wherein the attributes comprise at least one of a domain of the page on which the advertisement occurred and the method of how the advertisement occurred.
4. The computer-implemented method of claim 1, wherein the dynamic extension comprises additional computer code in the form of a group comprising .DLL, .OCX, and .EXE.

5. The computer-implemented method of claim 1, wherein the dynamic extension comprises text based instructions on how to interact with a specified advertising method.

6. The computer-implemented method of claim 1, wherein the dynamic extension comprises information regarding at least one of XML, HTML, DHTML, JavaScript, VBScript, and Jscript used to locate and identify an advertisement.

7. The computer-implemented method of claim 1, wherein the dynamic extension comprises information for removing at least one of XML, HTML, DHTML, JavaScript, VBScript, and Jscript from a web page.

8. The computer-implemented method of claim 1, further comprising notifying a user prior to downloading any dynamic extensions to the computing device.

9. The computer-implemented method of claim 8, further comprising providing the user with a selection of whether to continue with downloading any dynamic extensions to the computing device.

10. The computer-implemented method of claim 8, further comprising providing optional information about each specific extension such that the user is informed of the impact of the dynamic extension and the advertising method to which the dynamic extension applies.

11. A computer-readable medium encoded with computer-executable instructions for performing a method comprising:

querying a central database to identify any available dynamic extensions for an advertisement blocking application stored on a computing device;

determining whether any available dynamic extensions have been previously downloaded to the computing device;

downloading any dynamic extensions to the computing device that have not been previously downloaded; and

updating the advertisement blocking application to reflect further advertisement blocking functionality provided by any downloaded dynamic extensions.

12. The computer-readable medium of claim 11, wherein the dynamic extension is generated from an extension update process, comprising:

monitoring a network browsing session for any newly discovered methods of advertising;

recording attributes of a newly discovered method for advertising when the newly discovered method for advertising is encountered; and

transmitting the attributes to the central database such that the dynamic extension is generated in response to the attributes of the newly discovered method for advertising.

13. The computer-readable medium of claim 11, further comprising notifying a user prior to downloading any dynamic extensions to the computing device.

14. The computer-readable medium of claim 13, further comprising providing the user with a selection of whether to continue with downloading any dynamic extensions to the computing device.

15. The computer-readable medium of claim 13, further comprising providing optional information about each specific extension such that the user is informed of the impact of the dynamic extension and the advertising method to which the dynamic extension applies.

16. A system for dynamically extending an advertisement blocking application that is stored on a computing device, comprising:

a dynamic extension that is downloadable to the computing device via a network, wherein the dynamic extension comprises information for extending the functionality of the advertisement blocking application; and

a central database that is configured to store the dynamic extension when generated, wherein the dynamic extension is generated according to an extension update process comprising:

monitoring a network browsing session for any newly discovered methods of advertising;

recording attributes of a newly discovered method for advertising when the newly discovered method for advertising is encountered; and

transmitting the attributes to the central database such that the dynamic extension is generated in response to the attributes of the newly discovered method for advertising.

17. The system of claim 16, wherein the dynamic extension is downloaded to the computing device in response to a query from the computing device.

18. The system of claim 16, wherein the central database determines whether a particular dynamic extension has previously been downloaded to the computing device prior to downloading the particular dynamic extension.

19. The system of claim 16, wherein information for extending the functionality of the advertisement blocking application includes at least one of information regarding where in the decision-making pipeline of the advertisement blocking application operations of the dynamic extension reside, and a ranking component that allows the advertisement blocking application to determine the order in which the application extensions and rules are processed.

20. The system of claim 16, wherein the user is optionally notified prior to downloading any dynamic extensions to the computing device and the user is at least one of provided with a selection of whether to continue with downloading any dynamic extensions to the computing device, and provided optional information about each specific extension such that the user is informed of the impact of the dynamic extension and the advertising method to which the dynamic extension applies.